

CITY OF  
**EUREKA**  
CALIFORNIA

Monthly eNewsletter  
March 2021



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# City Manager's Column

It has been a year now of the on-going pandemic. There have been many twists and turns along the way. The good news is we're heading in the right direction and can see some light at the end of the tunnel. The City of Eureka has initiated and administered many funding programs and services to assist all of our residents and businesses. The City has set aside close to \$2 million and counting to go towards these efforts.

The City first deferred a 5% increase in water and wastewater rates for both businesses and residents. We also stopped water turn offs for residents and businesses due to non-payment. We earmarked over \$200,000 in Housing Successor Agency funding for residential assistance for past due rent and support for non-profits. We used over \$165,000 in CARES Act funding for a grant program to assist businesses in outdoor accommodations for retail and restaurants. We issued 21 free encroachment permits for businesses to utilize City owned property to operate outdoors. We initiated the Bridge Program utilizing \$300,000 of General Fund money to local businesses and non-profits to assist with rent and mortgage payments. And over the next couple of weeks we will have over \$75,000 available for utility assistance for residents who are behind on utility payments. This will increase to over \$200,000 over the coming months to pay for any past due utilities during the duration of the pandemic.

The City clearly recognizes the importance of our business and the well being of our residents. We have taken the approach of supporting our businesses and residents, not replenishing loss revenue in our General Fund, with all of the pandemic funding that has come our way and any discretionary funds. We know that we need to be innovative in supporting a sustainable economy and quality of life both during and post-pandemic.

We are heading in the right direction. However, we need to maintain that momentum. We need to learn from the previous experience of opening up too quickly and reverting back to increased restrictions. Even with vaccines being delivered and cases decreasing, we have to be conscious that the virus can still spread. So while enjoying our local restaurants and attending other venues that are slowly opening, wear your mask in common areas and adhere to social distancing recommendations. If we can maintain due diligence throughout the recovery period, we will enjoy a more true sense of normalcy that much quicker.

Sincerely,

Miles Slattery  
City Manager



# March

## Community Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 City Council Meeting	3	4	5	6
7	8	9	10	11	12	13
14	15	16 City Council Meeting	17 Conservation Lecture St. Patrick's Day	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Stay updated on the latest information for the City of Eureka's information about COVID-19 by following the link below:

[COVID INFO](#)

To make an appointment, please call one of the following numbers:

Building 707-441-4155  
Development Services 707-441-4160  
Public Works 707-441-4203  
Engineering 707-441-4194  
City Administration 707-441-4144



## Welcome to City Hall

Open Monday - Thursday

9 AM - 4 PM

### By Appointment Only:

<u>Public Works:</u>	<u>Building:</u>
(707) 441- 4203	(707) 441- 4155
<u>City Administration:</u>	<u>Engineering:</u>
(707) 441- 4144	(707) 441- 4194
<u>Development Services:</u>	
(707) 441- 4160	



## Welcome to City Hall

Open Monday - Thursday

9 AM - 4 PM

### Walk-In Services:

#### Finance Department:

- Dog Licenses
- Business Licenses
- Water/Sewer Payments





# Community Services Department

Beginning March 1, 2021, the Adorni Center will be open for fitness activities with the following modifications:

- A mask or face covering must be worn at all times in the facility;
- Entry to the facility will be limited to the entrance on the Bay Side;
- Fitness classes and equipment may be limited to accommodate social distancing;
- Locker rooms and Personal Training will not be available at this time;
- Basketball and pickleball are available and reservations are encouraged due to limited space and can be made by calling the Adorni Center at 707.441.4248.
- Basketball is limited to solo shoot around or a game of H.O.R.S.E., no team games;
- Pickleball is limited to singles play only and games will be played with 1 ball;
- All equipment such as basketballs, pickleballs, racquets, etc. will be sanitized before and after use by Adorni staff;
- All equipment is available at the front counter and is to be returned to staff at the front counter after play to be sanitized;
- Updated facility hours will be Monday – Friday 9am – 7pm, Saturday 9am – 2:30pm and closed on Sundays.



Adorni staff have been working hard to prepare the facility for the return of fitness activities in accordance with all County guidelines such as social distancing and sanitizing. If you are not feeling well, please stay home. Feel free to contact the Adorni Center with any questions at 707.441.4248. Adorni staff look forward to welcoming you back!

Community Services offices at the Adorni Center will re-open to the public with limited staffing beginning March 1, 2021. Staff can also be reached by email or call and leave a message.

Staff Directory can be found [here](#).

**Don't Forget!**

**Pull in Your Totes**

Please only place your totes out the night before pick up and bring them back onto your property once emptied the following day.

This keeps sidewalks clear and reduces the chance of trash ending up in our waterways.

Thank you for doing your part to keep your neighborhood clean!

**Tote Tips**

- ❏ Lids should fully close.
- ❏ Don't overstuff totes.
- ❏ Keep your totes in a secure location.

Recology E.C.O. EUREKA

MARCH 2021

# Community Services Department



The Sequoia Park Zoo's Virtual Conservation Lecture series continues on March 17, 2021 at 7:00 PM via Zoom and the Zoo's Facebook Live stream. Marie Martin of Oregon State University, Institute for Natural Resources will present: "Exploring the Behavior of Pacific Martens in Lassen National Forest, CA". Visit [sequoiaparkzoo.net](http://sequoiaparkzoo.net) for the Zoom Link and more information. Tune in early at 6:45 PM for Zoo announcements. Please note that attendees must create a free Zoom.us account in order to join the lecture.



Join the Zoo Family! Visit [sequoiaparkzoo.net/membership](http://sequoiaparkzoo.net/membership) for details!

MARCH 2021

# Economic Development Department

## City of Eureka's

### Eureka Window Poetry Program

In partnership with Eureka Main Street, the Ink People, Eureka Poet Laureate David Holper, Eddy Alexander, and Councilmember Leslie Castellano, the City of Eureka is releasing a new window poem art project in an effort to beautify vacant buildings in Eureka.

To kick off the program, the City is sponsoring eight combination window paintings and poem displays for a total cost of \$800 dollars. Community members and artists are encouraged to get involved by sponsoring additional windows. Property and business owners can participate by sponsoring installations in their windows for \$250, which covers the cost of commissioning both artists (the painter and the poet), and providing the cost of supplies. Owners of commercial buildings who would like to feature local window art poems can sponsor an original piece in their vacant windows by contacting Economic Development staff.

Beyond sponsorships, citizens can support the project by touring the community and checking out these pieces and developing more creative ways to express Eureka's resiliency through window art. Window art is a safe way to express yourself during COVID-19, lifting spirits while doing something the entire neighborhood can enjoy.



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The City of Eureka invites property and business owners to sponsor an installation in their window for \$250, which covers the cost of commissioning the artist and poet, and providing the costs of supplies. Property and business owners who would like to feature local window art poems can sponsor an original piece in their windows by reaching out to:

Christine Tyson  
707-441-4178  
ctyson@ci.eureka.ca.gov

**EUREKA  
WINDOW  
POETRY  
PROGRAM**

**#RESILIENTEUREKA**  
Citizens can support and share this project by following and tagging #ResilientEureka on Instagram and Facebook.



MARCH 2021

# Economic Development Department

## Neighborhood Grant Program

The City of Eureka has developed a **Neighborhood Mini Grant Program**. The Purpose of the program is to provide small grant for volunteers to complete projects in their neighborhood. The goal of the program is to help create awareness and enthusiasm for residents while they take ownership of their neighborhood, empowering and engaging our community. The **Neighborhood Grant Program** will create long term economic and social outcomes for city residents.

Click on the link below to apply today:

**[Neighborhood Grant Application](#)**



# Eddy Alexander

GROWTH  STRATEGY

In February, Eddy Alexander presented to the Eureka City Council, sharing brand updates, COVID-19 activity and impact, visitation data, and upcoming marketing plans and priorities. If you missed it, read on for a summary.

## Brand Updates

Website traffic to VisitEureka.com is up 54% year over year, total visits are up 112.5%, and page views are up 162%. This demonstrates that visitors are planning trips and finding website content engaging and useful when researching future travel to Eureka. Placemaking efforts, including the #ResilientEureka window campaign, Ross Park painting, Eureka Visitor Center banners, City fleet logo updates, and beautification efforts have all brought the Eureka brand to life in the past 6 months. We're still building out our photography library, and are still looking for volunteers for future shoots. Email us at [contactus@visiteureka.com](mailto:contactus@visiteureka.com) to get involved.



While tourism advertising is currently on hold, media relationships are ongoing and more directed to stay aligned to public health directives. We'll continue to share updates as we work closely with the City to determine when we can safely welcome visitors back to our community.

## Local Mini-Campaigns

Last year, we partnered with the City on a number of community mini-campaigns.

- #DineOutEureka (ongoing) was designed to support local restaurants by encouraging people to post about their meals on social media. Restaurants participated by putting out table tents in their outdoor dining and reception areas.
- We supported Mayor Seaman's Good Neighbor Week initiative with a new logo and video editing.
- We joined Humboldt County and the City of Eureka in promoting the importance of shopping locally through the Shop Eureka holiday campaign, including videos of local business owners and radio ads.
- We promoted a trending Reddit post about a holiday gingerbread replica of the Pink Lady through organic social media amplification (check out the blog post on [VisitEureka.com](https://www.visitEureka.com)!)

## Visitation Data

During the presentations, we also reviewed visitation data, including information about feeder markets (where visitors travel from) and visitation trends to Eureka's many points of interest. Overall, the average length of stay went up slightly from 2.25 days in 2019 to 2.30 days in 2020. While the 2020 room demand in Eureka decreased from 2019 by 16%, the decrease was less than seen in California overall (-38.9%).

## FY 21 Marketing Plan & Priorities

When timing is appropriate, we'll be launching a 'welcome back' campaign with digital advertising, and targeted earned media marketing and promotion. For now, we're focusing on the launch of the Redwood Sky Walk later this year, digital reputation management, ongoing local and visitor sentiment analysis, and social publishing and search engine optimization. We'll continue to share updates about our efforts every month in the City's newsletter.

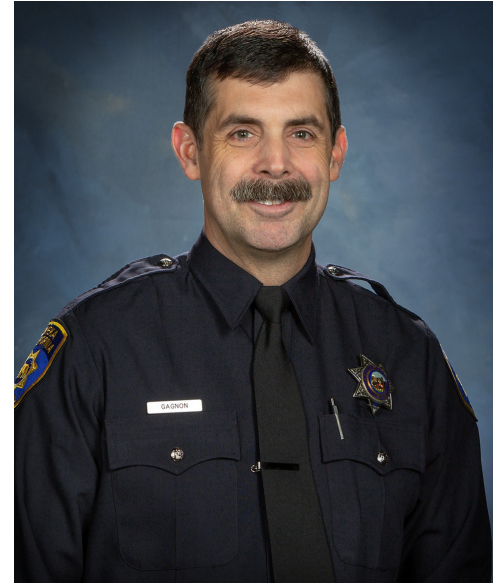




# Eureka Police Department

**EPD Supervisors are pleased to announce that Parks-Waterfront Ranger Dennis Gagnon was selected as March's Officer of the Month!**

Throughout his time with EPD, and especially during the Covid-19 pandemic, Ranger Gagnon has continued being flexible in regards to changing his schedule to meet needs of CSET, EPD, and the community. He continues to adapt as he is repeatedly asked to address new issues which are outside his assigned duties. Ranger Gagnon continues working with community partners to provide outreach services to those in need. He also works with community groups to address issues of blight and trash which negatively impact the environment. Despite the extra demands place upon Ranger Gagnon, he maintains a positive attitude.



During the month of January, Ranger Gagnon lead an investigation into explosions occurring along the Waterfront Trail. During his investigation, he was able to quickly identify the suspect and conduct a search warrant. During the search warrant, a makeshift explosive workshop, which included a live explosive device, and materials for manufacturing explosives, was located. The investigation also yielded 29 grams of methamphetamine, US currency, a scale, packing materials, and a pay/owe book. The suspect was ultimately arrested for various felony offenses for making explosives and for drug possession with intent to sell.

Furthermore, during the investigation, Ranger Gagnon coordinated with local and federal law enforcement agencies.

**Congratulations  
Ranger Gagnon!**

# Eureka Police Department

Now seems like an opportune time to talk about tax scams. According to the IRS, in a KTVZ news article, tax ID fraud comprised 2.3 billion dollars' worth of fraudulent activity last year (2021). Here are a few tips and tricks to help protect yourself:

- **File early.** If you've already filed, then it's too late for scammers to file and direct your refund to their bank account.
- **The IRS does not contact taxpayers via email, text message or social media** ("Report phishing ...", 2020). Any email claiming to be from the IRS should be reported to [phishing@irs.gov](mailto:phishing@irs.gov).
- **Do your due diligence in researching tax preparers before you hand over sensitive documents.** There is a directory of tax preparers maintained by the IRS here <https://irs.treasury.gov/rpo/rpo.jsf>.
- **Starting just this year you can proactively protect yourself from tax related identity theft by getting an "Identity Protection PIN" from the IRS.** Once you start using this method, the six-digit number is required with your SSN to file your taxes. The number renews each year. Exact details are here <https://www.irs.gov/identity-theft-fraud-scams/get-an-identity-protection-pin>.
- **Using a secure computer is a good, general safe practice for financial transactions.** Your up-to-date home computer on your home network is generally more secure than a public computer or your personal computer on a public Wi-Fi.

## Resources

**Report phishing:** Internal Revenue Service. (2020, November 9). Retrieved February 21, 2021, from <https://www.irs.gov/privacy-disclosure/report-phishing>

**Tax fraud may be on the rise this year; bank, IRS urge you file as soon as you can.** (2021, February 20). Retrieved from <https://ktvz.com/community/community-billboard/2021/02/19/tax-fraud-may-be-on-the-rise-this-year-bank-irs-urge-you-file-as-soon-as-you-can/>

**Tax scams / CONSUMER Alerts:** Internal Revenue Service. (2021, February 19). Retrieved February 21, 2021, from <https://www.irs.gov/newsroom/tax-scams-consumer-alerts>

## LINKS

**IRS phishing education.** <https://www.irs.gov/privacy-disclosure/report-phishing>

**Details of tax scams on IRS site.** <https://www.irs.gov/newsroom/tax-scams-consumer-alerts>

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# Humboldt Bay Fire

## Baby Phoenix

**\*Warning: post contains information detailing a medical aid call of an infant child.**

**On Christmas Eve night, while many of us were resting with holiday anticipation, the crew of Engine 8113 got the worst call a firefighter can get – report of unconscious infant, not breathing.**

**The call came in one minute past 11:00p.m. on December 24, 2020, and the crew arrived at scene within 3 minutes of the initial dispatch. Engineer Brett Egbert, responsible for driving Engine 8113 to the incident, recalls having just studied that particular section of city maps that same day in a strange coincidence that felt “meant to be.”**

**Once inside, the crew found seven-month-old baby boy, Phoenix, lying on the ground pale, not breathing, and without a pulse. The crew immediately began performing CPR, administering oxygen, and preparing the cardiac monitor, an advanced life support tool, for defibrillation. Moments thereafter, the monitor delivered its first shock to baby Phoenix’ heart. With no improvement in conditions after the first shock was administered, Fire Captain and Paramedic John Goodman began Advanced Life Support measures including the administration of life-saving medications on scene. All the while, Firefighter Logan Bongio and Engineer Egbert continued**

**CPR, sustaining baby Phoenix’ heartbeat and breathing while he was unable to do so for himself.**

**Soon, City Ambulance of Eureka arrived and assisted with Advanced Life Support care before transporting baby Phoenix to the ambulance. Fire Captain / Paramedic Goodman and Firefighter Bongio stayed with Baby Phoenix, continuing to provide care while en route to the hospital. In**

**total, baby Phoenix was defibrillated three times, and received four rounds of Advanced Life Support medications.**

**After arriving at the hospital, Fire Captain / Paramedic Goodman continued CPR with Emergency Department staff for approximately 5 minutes before, miraculously, baby Phoenix’ heart rate stabilized and he once again had a pulse.**

**In a huge sigh of relief, baby Phoenix was handed over to hospital staff, who took over his care. Once the hospital confirmed baby Phoenix was stable, the crew of Engine 8113 left the hospital, and returned to their station- forever changed by the events of a Christmas Eve they would never forget.**

**We are happy to report that, after receiving specialized care for some time in San Francisco, baby Phoenix has returned home to his family in Eureka.**

**\*This story is shared with the permission and enthusiasm of baby Phoenix’ family.**



# Humboldt Bay Fire

## Everyday Heroes

On January 2, 2021, Heidi Johnston and Patrick Mayo risked their lives to rescue a man who had driven into the bay. Without hesitation, Heidi jumped into the bay, swimming to the submerged vehicle to pull the driver out. Patrick, hearing her call, drove over in his boat and helped get the man aboard. An unidentified man also played a large role in getting the man out of his vehicle and transported to safety. Humboldt Bay Fire and the Eureka Police Department had the opportunity to thank Heidi and Patrick in a small award ceremony on February 7, 2021.



## Recruits

Our three new recruits are now in the fourth week of their academy. They have been covering topics such as PPE, SCBA, Hose, Communications, HazMat, Search & Rescue, and Ladders. This week they will be focusing in on ventilation and building construction.



## February 2021 Review

**Rescue & EMS Calls: 61%**  
**Service Calls: 12%**  
**Good Intent Calls: 15%**  
**False Alarms: 6%**  
**Hazardous Condition: 4%**  
**Fires: 2%**

**What are service calls?** Service calls include things like assisting a person in distress, assisting law enforcement, water problems, unauthorized burnings, covering the jurisdiction of another department, and assisting patients in non-emergency medical situations such as a list assist.

**What are good intent calls?** Good intent calls include calls in which we are dispatched and cancelled en route, find no incident upon arrival, discover an authorized control burn, and calls that turn out to be smoke scares, odor of smoke, barbecues, etc.



# Public Works Department



In the very near future, the City will start repaving some roads. Sorely needed, as we all know. We wanted to get some of the details of how much this is going to cost, how the funding is sourced, and what streets are we going to repave first. To find out, we had a conversation with Special Projects Manager, Scott Ellsmore, Engineering Division.

**Q. How are street pavement maintenance projects paid for?**

**Scott:** For the City of Eureka, and most public agencies, Gas Tax funding is the main source of funds for road maintenance. Gas Tax is paid at the pump per gallon and is distributed to the State, Counties and Cities.

**Q. Is this enough \$ to maintain the road system of most cities?**

**Scott:** Typically no. Gas tax was recently raised to counter act the buying power of the dollar after not having been indexed to account for inflation. To account for this gap, many cities have passed local tax measures to fund the gap to maintain their transportation infrastructure.

**Q. How much does it cost to pave a road?**

**Scott:** Good question but hard to answer. It depends on many factors. A simpler way to look at it is, the City's road infrastructure would require approximately three million per year to maintain it at today's current standard. In other words, approximately three million per year is needed to not allow the overall road network to deteriorate any worse than it is!

**Q. How does this work?**

**Scott:** Every five to seven years, the City (and all cities in the County), have every road surveyed for conditions, called a Pavement Condition Survey or Index (PCI). This gives every road (each will be broken into many sections) a score from 1-100. 80-100 is "Good", 50-70 is "Fair", 25-50 is "Poor" and 0-25 is...well you can guess. With this we can estimate what a road of a 30 PCI ranking (a lot of construction \$ to improve) vs. a road with a 75 PCI ranking (more basic maintenance vs. reconstruction).



# Public Works Department

**Q. What is the City's overall Pavement Condition Index (PCI) ranking?**

**Scott:** In 2017 it was 65 (fair) and is expected to lower by two to three points per year, based on the past budget.

**Q. Are the City of Eureka's streets doomed to be horrible?**

**Scott:** No!!! For the first time in many years, the future looks very bright for road maintenance in the City of Eureka! Thanks to the voters of the City who passed Measure H in November of 2020, there is a promising future. The City averaged about \$500,000 per year in Gas Tax funds for road construction, which only met a portion of the approximate three million needed every year. With Measure H, the project funds for road maintenance is approximately three million per year.

**Q. What is the process of road selection to repave?**

**Scott:** There are a number of factors that go into a decision to perform road maintenance on a roadway. They include, (in no particular order): Road condition, traffic volume, length of roadway needing repair, type of repair required, underground utility (water/sewer/power...) issues. Historically with a very limited budget, the City was limited to work on (largely) the highest traffic volume streets in order to extend the dollars as far as possible.

**Q. What is the paving plan now that there are additional maintenance dollars?**

**Scott:** The City published a paving priority list for the next five years as part of the annual Capital Improvement Plan (CIP). This is a guideline to identify the streets that are of high priority for the next five years. As part of this list, the City is committed to setting aside a portion of the dollars to repair lower volume streets as part of these annual projects. These projects, as well as the priority list, will be somewhat fluid as final details will be determined once engineering design takes place for each roadway.

**Q. How soon will the work start?**

**Scott:** Soon! The City has a large paving project this summer, which is funded through Gas Tax, State Transportation Dollars and PG&E road rehabilitation fees. Measure H dollars begin in July of 2021. Therefore, the Measure H paving projects will hit the ground the following spring and summer.

Summer 2021 Paving Projects:  
Henderson from D to Fairfield  
14th from Broadway to West  
Highland from Glen to Broadway  
Hawthorn from Broadway to Felt  
Felt from Hawthorn to Del Norte  
Koster from Wabash to Washington  
Clark from Broadway to Koster

# Human Resources

Interested parties are encouraged to contact the Personnel Department.

Email: [ekitna@ci.eureka.ca.gov](mailto:ekitna@ci.eureka.ca.gov)

Phone: (707) 441-4117

Website: [www.ci.eureka.ca.gov](http://www.ci.eureka.ca.gov)

## BOARD AND COMMISSION VACANCIES

You can participate in City government by serving on one of the more than 13 City boards, commissions and advisory committees. These advisory groups partner with the Eureka City Council and City staff to guide the future of our community. Learn how you can apply to serve on one of these boards on the City's website or by clicking [here](#).

Notice is hereby given that applications will be accepted for appointments to the following city boards and commissions until the vacancies are filled:

### BOARD/ COMMISSION:

- Chief's Advisory Board
- Open Space Parks and Rec Comm.

Applications may be obtained by phone or in person from the Mayor's Office, City of Eureka, 531 "K" Street, Eureka, CA 95501, (707) 441-4144, or may be downloaded from the City Clerk's website, listed below.

In order to be eligible for appointment to any board or commission, a person must be a qualified registered elector of the City of Eureka, the Humboldt Community Services District or Humboldt County Service Area No. 3, or an owner of a business located within the city limits of the City of Eureka. The mayor shall make the appointments with the approval of a majority of the Council. Appointments of qualified non-city residents will require a four-fifths (4/5) vote of the Council for confirmation.

Members on Boards and Commissions shall be willing to serve as a civic responsibility and without compensation. No member of any board or commission shall hold any paid office or employment in the city government.

Applications will be accepted until filled. For more information, call the City Clerk at (707) 441-4175, or go to: [www.ci.eureka.ca.gov](http://www.ci.eureka.ca.gov).

### MAYOR

Susan Seaman

### CITY COUNCIL

Ward 1, Leslie Castellano

Ward 2, Kati Moulton

Ward 3, Natalie Arroyo

Ward 4, Scott Bauer

Ward 5, Kim Bergel

### ADMINISTRATIVE STAFF

Miles Slattery, City Manager

Pam Powell,

Assistant City Manager/City Clerk/ IT

Bob Black, City Attorney

### DEPARTMENTS

Public Works/

Engineering

Brian Gerving

Finance

Lane Millar

Humboldt Bay Fire  
Chief, Sean Robertson

Community Services  
Donna Wood

Human Resources  
Will Folger

Police  
Chief, Steve Watson

### About this Newsletter

The City of Eureka eNews is published monthly.  
For questions and comments please contact:

Christine Tyson  
[ctyson@ci.eureka.ca.gov](mailto:ctyson@ci.eureka.ca.gov)

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